There has always been one ______.

9 What Millennials Don't Remember

• They have never _____ a car window.

| • have always been on television. | | | | | |
|---|--|--|--|--|--|
| have always competed in the Olympics. | | | | | |
| What Millennials Don't Remember | | | | | |
| Stadiums, rock tours, and sporting events have always had | | | | | |
| MTV has never featured | | | | | |
| Millonnials ontoning sollogs | | | | | |

11 Millennials entering college

- Close to their parents
- Focused on grades and performance
- Intensely focused on the college admissions process
- Packing their resumes with extracurricular and summer activities
- Eager to volunteer for community service
- Talented in digital-mobile technologies
- Capable of multi-tasking and interested in interactive learning

12 Millennials entering college

- More interested in math and science, relative to the humanities
- Insistent on secure, regulated environments
- Conventionally minded respectful of norms and institutions
- Ethnically diverse, but less interested than their elders in questions of racial identity
- Majority female, but less interested than their elders in questions of gender identity

13 Millennials entering college

- As a group, they are more numerous, more affluent, better educated, and more ethnically diverse that their predecessors.
- As more Millennials hit college campuses, a shift is being seen as Gen X parents replace Baby Boomer parents
 - Accountability
 - Personalized service
 - Reputation
 - Workplace performance

14 So what does this mean to you?

Information and services must be:

- More accessible
- More immediate

Planting Seeds: Communicating with younger audiences

| • | More | e | lectronic | |
|---|------|---|-----------|--|
|---|------|---|-----------|--|

15 Just how techno-savvy are high school students?

16 Teens and Technology

- Approximately ______% of teens use the internet.
 - ______% of online teens share their own artistic creations online, such as artwork, photos, stories, or videos.
 - _____% create web pages or blogs for others.
 - * The create web pages of blogs for others
 - _____% have created their own online journal or blog.
 - _____% maintain their own personal web page.
 - _____% remix content they find online into their own creations.
- The percentage of those aged 12-17 who said "yes" to at least one of the above:
 - _____% of online teens OR _____% of ALL TEENS

17 Teens and Technology

E-mail continues to lose its luster among teens as texting, instant messaging, and social networking sites facilitate more frequent contact with friends.

18 Millennial Communication

Examples of "old school" communication with financial aid office versus what students want today

19 How can I use technology to better communicate with students about financial aid matters?

20 Rate your services

- Do you send e-reminders to your students?
 - FAFSA deadline approaching
 - Verification not complete or information missing
 - Graduation and exit counseling approaching
- Are your procedures, deadlines, and requirements easy to access and easy to interpret online?
 - State aid
 - Institutional aid
 - Pell Grants and other federal programs
 - Work study
 - Student loans

21 Rate your services

- Are your students readily aware of online Entrance and Exit Counseling?
- Do you offer:
 - live chat sessions online?

Planting Seeds: Communicating with younger audiences

- Webinars or webcasts?
- Podcasts?
- Blogs?

22 New tools allow you to . . .

If you answered "no" or "sort of" to any of these questions, a more modern platform may help you better communicate with your students.

- Reach students using "their tools"
- Introduce your own topics
- Monitor student response
- Interactive approach viewed as positive customer outreach

23 Wrap-up

- Although we have an advanced, technologically savvy group of incoming college students, we also have a group that thrives on ______ and knowing what is expected of them.
- The goal of all financial aid offices should be to find the best ways to communicate with those increasingly conventional-thinking students by using the ______ of their generation.

24 Questions?

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